

## 2014 FIA Mobility Conference Week Newsletter #5: Global Opportunities



Dear Colleague,

Welcome to our fifth look ahead to this year's FIA Mobility Conference, which takes place in Melbourne, Australia from 16-19 September.

In this edition we'll introduce you to another of our keynote speakers, Fredrik Härén, a world-renowned speaker on business creativity.

We'll also take a look at conference week's 'FIA Share Fair', in which you can learn about the range of programmes we've put in place to help your club and keep up to date with the progress of number of key club-focused initiatives.

Finally, we'll preview another of our partners' programme events, which will give you a unique insight in real Australian cooking.

Before we do any of that, however, I'd like to share with you a small promotional video for this year's event, which reveals some of the highlights of FIA Mobility Conference 2014.

Click [here](#) to see why this year's conference is an unmissable event for Mobility clubs everywhere.

### **Spanning the business world**

Business speaker and author Fredrik Härén has delivered over 1,500 presentations in over 50 countries and as such has developed a global outlook on how business can be done and why it's not just for conglomerates.

For this year's conference we've asked Fredrik to provide an insight into the need for organisations to react to the rapid transformation and evolution of society with the aim of helping clubs to examine their own business and to inspire some new ideas through examples from other industries.

In advance of his keynote speech, which will take place on Friday 19 September, we asked Fredrik to tell us a little about his presentation.

***If you could pick one simple lesson from your most recent book 'One World: One Company' that could apply to Mobility clubs around the world, what would it be?***

That there is a huge potential to stop identifying yourself from a geographical location and instead start to identify yourself from the user you are trying to help. We need to solve human problems, not nationalistic problems.

***Automobile clubs are facing a very fluid environment in terms of the marketplace in which they are now operating. What for you is the key to meeting rapidly evolving challenges?***

The ability to see when a change is actually happening. We can talk about an upcoming change for years and still it never comes, and then suddenly it does – to have the ability to see that is key.

***What do you hope to demonstrate to delegates during your presentation in Melbourne?***

I hope to challenge them to think differently and inspire them to change.

**The Sharing Culture**

We'd like to take this opportunity to encourage all delegates attending this year's conference to visit our Share Fair, which takes place from 2pm until 4.30pm on Thursday, September 18<sup>th</sup>.

Entitled, 'FIA Share Fair – Learning from Each Other' the event will give delegates an overview of FIA Mobility activities and opportunities, illustrating a range of initiatives that can benefit your club, as well giving you the latest updates on FIA Connect, the FIA University, CPDs and IDPs, as well as progress with the UN MyWorld survey. The Fair will also guide you through the full range of FIA Grants available and how to access. FIA Mobility department staff will be on hand throughout to help you with any queries.

**A Taste of Real Australia**

As mentioned in the last edition, we've put together a great programme of events for spouses attending the conference and, for us, one of the most interesting will surely be the RACV City Club Cooking Class, which takes place between 11am-2pm (3 hours) on Thursday 18 September. In this masterclass of the culinary arts RACV City Club Executive chef Mark Normoyle and renowned indigenous chef Mark Olive will demonstrate how to cook a traditional two-course meal, with guests participating in the preparation. You'll then sit down to enjoy it at the RACV City Club restaurant. Mark Normoyle's major career achievements have been the International training he received in Dubai, where he worked at the Burj Al Arab, voted the world's only seven-star Hotel and listed in the ten top Restaurants in the World.

Mark Olive, meanwhile, specialises in traditional Australian cooking. He's the star of the TV show The Outback Café and the author of the acclaimed cookbook, *The Outback Café*.

**Registering for Melbourne**

As ever we'd like to end our newsletter with a reminder of how to register for FIA Mobility Conference 2014.

**To register:** Simply log on to: [mcwregistration.fia.com/pages/formulaire](http://mcwregistration.fia.com/pages/formulaire), fill in your details and we'll look forward to seeing you in beautiful Melbourne in September. For more information on the conference, including the programme of events visit, click [here](#).

**Visas:** Also, please be aware that all delegates will need to ensure that they have a valid visa to enter Australia. You should allow a minimum of six weeks for the granting of a visa by the Australian embassy or consulate in your country. For information on visa requirements please see: [www.immi.gov.au](http://www.immi.gov.au).

The AAA is able to provide delegates a letter of invitation to attend Conference Week which should accompany their application, along with the Conference programme (downloadable at: [www.fia.com/2014-fia-mobility-conference-programme](http://www.fia.com/2014-fia-mobility-conference-programme) ).